



Credit Card Weekly Status Report

To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.

Project Objectives

Clear Insights

Design a dashboard for credit card transactions and customer activity.

Analyze Metrics

Examine revenue, spending patterns, and customer usage trends.

Monitor Operations

Enable stakeholders to track credit card operations for better decisions.

Visual Reports

Transform raw data into meaningful visual reports using SQL and Power BI.

Weekly Project Insights (Week 53)



Revenue Increase

28.8% Week-over-Week growth.



Transactions Up

Total transaction amount & count increased.



Customer Growth

Increased customer count.



Year-to-Date Overview

\$57M

Overall Revenue

\$8M

Total Interest

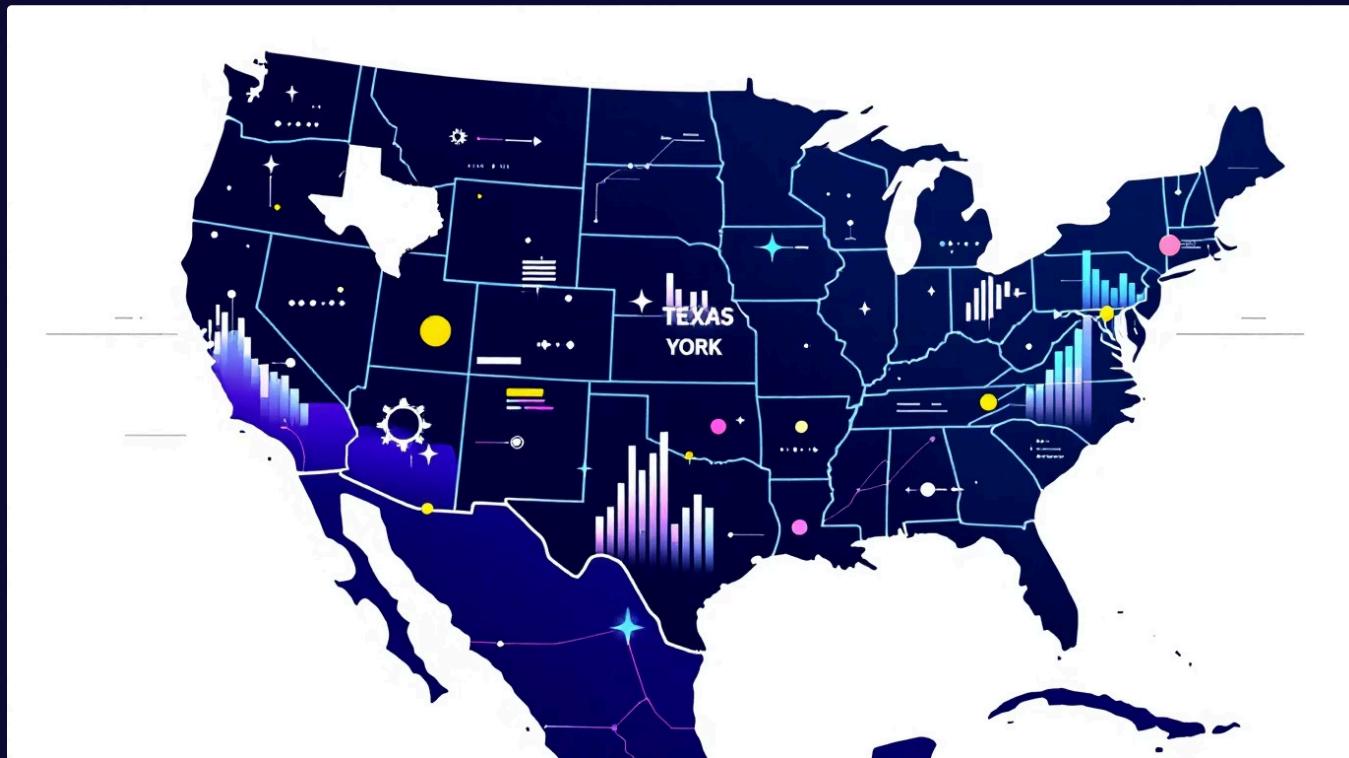
\$46M

Total Transactions

Male customers contribute more to revenue (\$31M vs \$26M).

Blue & Silver credit cards account for 93% of transactions.

Geographic & Performance Highlights



1

Top States

TX, NY, & CA contribute 68% of transactions.

2

Activation Rate

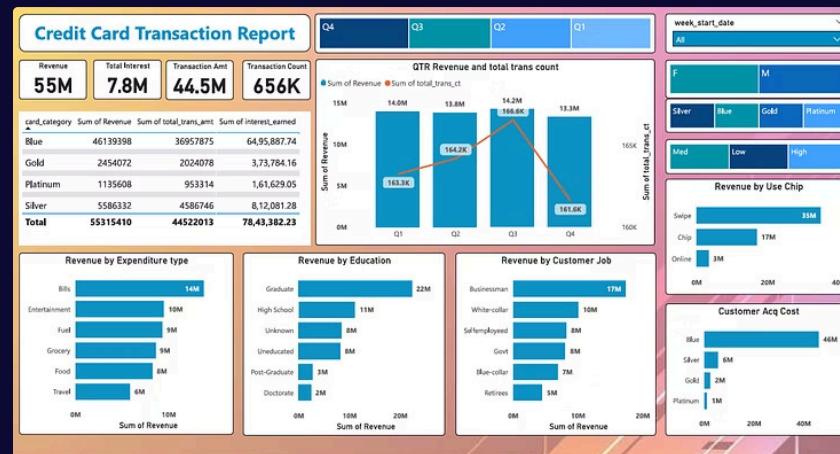
Overall activation rate is 57.5%.

3

Delinquent Rate

Overall delinquent rate is 6.06%.

Power BI Dashboard



DAX Queries: Customer Segmentation

Age Group

```
AgeGroup = SWITCH(TRUE(),
    'public cust_detail'[customer_age]<30,"20-30",
    'public cust_detail'[customer_age]>=30 && 'public
    cust_detail'[customer_age]<40,"30-40",
    'public cust_detail'[customer_age]>=40 && 'public
    cust_detail'[customer_age]<50,"40-50",
    'public cust_detail'[customer_age]>=50 && 'public
    cust_detail'[customer_age]<60,"50-60",
    'public cust_detail'[customer_age]>=60,"60+",
    "unknown"
)
```

Income Group

```
IncomeGroup = SWITCH(TRUE(),
    'public cust_detail'[income]<35000,"Low",
    'public cust_detail'[income]>=35000 && 'public
    cust_detail'[income]<70000,"Med",
    'public cust_detail'[income]>=70000 , "High",
    "unknown")
```

DAX Queries: Revenue Calculation



Revenue Formula

```
Revenue = 'public  
cc_detail'[annual_fees] + 'public  
cc_detail'[total_trans_amt] + 'public  
cc_detail'[interest_earned]
```

Week Number

```
week_num2 = WEEKNUM('public  
cc_detail'[week_start_date])
```

DAX Queries: Week-over-Week Analysis

Current Week Revenue

```
Current_week_revenue =  
CALCULATE(SUM('public  
cc_detail'[Revenue]),FILTER(A  
LL('public cc_detail'),'public  
cc_detail'[week_num2]=MAX('  
public  
cc_detail'[week_num2])))
```

Previous Week Revenue

```
Previous_week_revenue =  
CALCULATE(SUM('public  
cc_detail'[Revenue]),FILTER(A  
LL('public cc_detail'),'public  
cc_detail'[week_num2]=MAX('  
public  
cc_detail'[week_num2])-1))
```

WoW Revenue Change

```
wow_revenue  
=DIVIDE(([Current_week_reve  
nue]-  
[Previous_week_revenue]),  
[Previous_week_revenue])
```